

BUSINESS WEEK

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Over the years, the idea has gotten around that we're pretty particular about who subscribes to BUSINESS WEEK ...

... not that we enjoy being arbitrary, mind you, but simply because BUSINESS WEEK is a special kind of magazine ... published for a special kind of reader -- the management man who holds a position of responsibility in business, industry and government.

Along the way, we've alienated lots of housewives ... ferryboat captains ... barbers ... basketball players and affluent jockeys who don't seem to understand the publication is not for them. But they keep sending in orders anyway.

In the last 12 months we turned down 18,818 subscriptions representing an income of some \$181,308 -- simply because BUSINESS WEEK is neither written nor edited to provide the kind of information they could profitably use.

Under these painful circumstances, naturally we have a very warm place in our hearts for you men of business whose specific interests our entire publication is designed to serve.

So, as a bonus for joining our family of regular readers, we have compiled an extraordinary series of reports on major opportunities and problems confronting business today. These informative, thought-provoking studies, we feel certain will help any executive deal with the realities of our complex business world more effectively than ever before.

The latest edition of our EXECUTIVE PORTFOLIO -- pictured on the cover -- is just off press. It brings you 16 penetrating reports, including two that are as timely as this morning's newspaper: "The Global Struggle for Steel" and "\$5-Billion World Computer Market." No businessman would want to miss either of them, or the 14 other reports in this book:

- | | |
|--------------------------------------|---------------------------------------|
| 1. The Global Struggle for Steel | 9. Computers: New World, New Tool |
| 2. \$5-Billion World Computer Market | 10. Marketing by Computer: Now a Fact |
| 3. The Race for New Auto Markets | 11. Packaging: Key to the Big Sell |
| 4. Eastern Europe Breaks Its Bonds | 12. Can Management Consultants Help? |
| 5. Now to 1980: Amazing Growth Ahead | 13. Market Research: Key to Profits |
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| 7. Jobs for Negroes: Barriers Drop | 15. Airlines: Things Looking Up |
| 8. Canada Booms - But What's Ahead | 16. Public Relations: What It Means |

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ming, keep you primed on the whole swift-changing battlefront of business.

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|-------------------------|--------------|-------------------|
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| - Business Outlook | - Finance | - Names and Faces |
| - Washington Outlook | - Government | - New Products |
| - International Outlook | - Industries | - Production |
| - Personal Business | - Labor | - Recreation |
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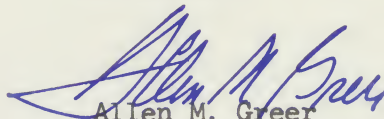
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